

SUBSTANCE ABUSE PREVENTION MARKETING RFP OPPORTUNITY

Responses to Questions

October 21, 2016

1. Can companies from outside the United States submit proposals for this?

All Bidders on this project must be prequalified for marketing contracts in order to submit an eligible proposal and be considered for this work (please see Section 1.1 of the RFP).

2. Are in-person meetings required?

The Vermont Department of Health reserves the right to call a meeting with the contractor either in person or by conference call (please see Section 4.2 of the RFP).

3. Can companies perform the tasks outlined in the RFP outside of the United States?

Response Section III of the proposal will contain the ability and approach that the Bidder will take in implementing the activities and specifications described in this RFP (please see Section 5.2.3 of the RFP).

Additionally, the Vermont Department of Health reserves the right to call a meeting with the contractor either in person or by conference call (please see Section 4.2 of the RFP).

4. Can we submit the proposals via email?

Please see Section 5.6 of the RFP for proposal submission requirements.

5. Who is the incumbent for this solicitation?

There is no incumbent. This is an RFP for new services.

6. On page 4, the RFP specifies that the Contractor is responsible for “executing effective strategies and social marketing campaigns to prevent substance abuse and misuse in Vermont.”

- Given the various meanings and interpretations of the phrase “social marketing,” could ADAP clarify its definition?

“Social Marketing seeks to develop and integrate marketing concepts with other approaches to influence behaviours that benefit individuals and communities for the greater social good. Social Marketing practice is guided by ethical principles. It seeks to integrate research, best practice, theory, audience and partnership insight, to inform the delivery of competition sensitive and segmented social change programmes that are effective, efficient, equitable and sustainable.” International Social Marketing Association <http://www.i-socialmarketing.org/social-marketing-definition#.WAoLY9z81sk>

7. What other programmatic marketing initiatives or interventions will ADAP (or ADAP partners) be undertaking that align with or augment the communications activities delineated in this RFP?

Please see Section 1.2 in the RFP for background on other interventions. In addition, ADAP is currently implementing the Check Yourself social marketing initiative addressing high risk drinking behaviors among Vermont young adults. ADAP is also intending to implement marketing initiatives for the Screening, Brief Intervention, and Referral to Treatment (SBIRT) program.

8. The RFP mentions a set of programmatic goals on page 2 (e.g. reduce past-month use of alcohol and illicit substances among..., etc.).
- Will the Contractor be expected to meet or surpass performance measures related to these goals (which are different than the Means of Verification metrics listed in the Contractor Performance Guidance matrix on page 7)?

The strategies and social marketing campaigns included in this RFP and a resulting contract are intended to support the ADAP strategic plan goals identified on page 2, however, the Contractor's performance measures will not be directly related to these goals. Rather, the Contractor will be expected to meet or surpass performance measures related directly to the strategies and social marketing campaigns. Performance measures will be determined in the resulting contract.

9. The Contractor Performance Guidance section of the RFP (page 7) details specific communications outcomes and activities, tasks, and services.
- Are these criteria set in stone? Will ADAP and the selected Contractor have an opportunity to discuss and update these criteria based on background information, research, best practices, etc.?

ADAP and the selected Contractor(s) will have an opportunity to discuss and update Performance Guidance criteria during the contract negotiation process.

- Is there an opportunity to conduct division-wide strategic planning that spans the independent topics and/or programs? Higher-level strategic planning would provide a unifying perspective that ties together the various program's marketing strategies, activities, tactics, and messages.

The selected Contractor(s) will have an opportunity to – and is encouraged to – conduct division-wide strategic planning to align marketing strategies, activities, tactics, and messages across ADAP programs.

10. Page 5 lists the maximum allowable budgets assigned to each topic.

- Are these budgets dedicated to the communication and education activities specified in this RFP?

Yes

- At what point in the project period will ADAP communicate the exact budgets available to each topic?

The exact budgets available to each topic will be determined during the contract negotiation period.

- Are topic-specific budgets flexible? Can unused funding in one topic budget be used to fund a different topic's activities? Do topic budgets roll over to year two?

The topic-specific budgets provided on page 5 of the RFP are not flexible. Unused funding in one topic budget cannot be used to fund a different topic's activities. Topic budgets do not roll over to year two.

11. Are you also considering a media partner?

Please see Section 2 in the RFP for Scope of Work and Contractor Responsibilities.

12. Would ADAP be open to a call to review and discuss the RFP?

Please see Section 5.4 in the RFP. All questions must be submitted in writing and responses will be posted. There is no opportunity to have a call about the RFP.

13. What individuals or organizations are on the approved vendors list?

The Pre-Qualified Vendors List is located on the Vermont Chief Marketing Officer website: http://cmo.vermont.gov/sites/cmo/files/downloads/SOVT_Prequal_vendors.pdf

14. Is there an agency already doing this work and, if so, will they be bidding on this work?

Currently, no agency is actively doing the work specified in the RFP. Written notice of intent to bid is not a requirement of this RFP.

15. Are you going out to bid because you've reached the mandatory timeframe on your current contract?

This RFP is for services in new program areas so there is not a current contract.

16. Was this RFP sent directly to any agencies or just posted on the following sites: <http://vermontbusinessregistry.com/> and <http://healthvermont.gov/adap/adap.aspx>.

This RFP was not sent to any agencies, and was only posted on the above two sites.

17. What was the media budget last year?

The approximate media buy budget for 2016 was \$135,000.